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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD SEPTEMBER AND THIRD QUARTER FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 4 million major home appliances were shipped in September and 11.7 million in the third quarter to establish new shipment records for both periods, reports the Association of Home Appliance Manufacturers (AHAM).

September's record shipments were 18.1% higher than the previous September and the third largest monthly shipment in history.

Total shipments for the third quarter were 18.2% higher than the same 1985 period and just 52,000 units shy of the all-time record quarter preceding it.

"The excellent September and third-quarter results are convincing evidence that the industry is headed for a new record year," comments AHAM President Robert Holding.

The latest industry forecast calls for 1986 shipments of 42.6 million units -- over 860,000 more than the 1985 record.

All products contributed to the excellent September, but several showed particular strength. Shipments of disposers (414,300 units) and automatic washers (553,900 units) surpassed all other months in history, and new September records were established for electric ranges (294,400

(MORE)

units), dishwashers (345,800 units), refrigerators (597,000 units), and microwave ovens (nearly 1.2 million units).

In quarterly shipments, three of the five appliance categories registered double-digit increases, with home comfort appliances (647,600 units) making the greatest jump (92.2%). These appliances almost doubled the depressed shipment levels of 1985's third quarter, caused by high inventory carryovers.

Year-to-date shipments surpassed 33.7 million units for a 6.4% gain over the first 9 months of last year.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
September, 1986

	September 1986	September 1985	% Change	Calendar Year to Date 1986	Calendar Year to Date 1985	% Change	Calendar Quarter 1986	Calendar Quarter 1985	% Change
ALL MAJOR APPLIANCES*	4,005.6	3,390.5	+18.1%	33,713.6	31,679.9	+ 6.4%	11,700.0	9,902.4	+18.2%
COOKING - TOTAL	1,461.2	1,114.6	+31.1	11,088.9	9,886.0	+12.2	3,900.6	3,174.5	+22.9
ELECTRIC RANGES - TOTAL	294.4	278.6	+5.7	2,432.4	2,305.5	+ 5.5	848.3	806.2	+ 5.2
Free Standing	245.2	230.2	+ 6.5	2,000.2	1,880.8	+ 6.4	701.1	660.9	+ 6.1
Built-In	49.2	48.4	+ 1.7	432.3	424.7	+ 1.8	147.2	145.3	+ 1.3
MICROWAVE OVENS/RANGES**	1,182.7	852.5	+38.7	8,792.5	7,731.4	+13.7	3,097.9	2,417.8	+28.1
HOME LAUNDRY - TOTAL	961.8	835.8	+15.1	7,348.9	6,796.0	+ 8.1	2,697.2	2,278.1	+18.4
AUTOMATIC WASHERS	553.9	476.2	+16.3	4,270.0	3,956.3	+ 7.9	1,575.1	1,322.8	+19.1
DRYERS - TOTAL	407.9	359.6	+13.4	3,078.8	2,839.7	+ 8.4	1,122.1	955.4	+17.5
Electric	318.7	282.2	+12.9	2,411.2	2,244.9	+ 7.4	876.3	755.2	+16.0
Gas	89.2	77.4	+15.3	667.6	594.8	+12.2	245.8	200.1	+22.8
KITCHEN CLEAN UP - TOTAL	777.8	716.6	+ 8.5	6,176.0	5,861.1	+ 5.4	2,132.0	1,960.5	+ 8.8
DISPOSERS	414.3	387.3	+ 7.0	3,173.1	3,103.5	+ 2.2	1,074.5	1,010.7	+ 6.3
DISHWASHERS - TOTAL	345.8	313.2	+10.4	2,864.1	2,626.9	+ 9.0	1,008.1	904.9	+11.4
Built-In	324.9	295.4	+10.0	2,687.5	2,452.1	+ 9.6	945.4	851.5	+11.0
Portable	20.9	17.9	+16.8	176.6	174.7	+ 1.1	62.7	53.4	+17.4
COMPACTORS	17.8	16.1	+10.6	138.8	130.8	+ 6.1	49.4	44.9	+10.0
FOOD PRESERVATION - TOTAL	707.5	666.8	+ 6.1	5,999.9	5,684.1	+ 5.6	2,322.8	2,152.3	+ 7.9
REFRIGERATORS	597.0	559.1	+ 6.8	5,016.7	4,689.5	+ 7.0	1,931.7	1,764.5	+ 9.5
FREEZERS - TOTAL	110.5	107.7	+ 2.6	983.2	994.6	- 1.2	391.1	387.8	+ 0.9
Chest	58.9	52.2	+12.8	528.3	510.1	+ 3.6	206.8	193.5	+ 6.9
Upright	51.6	55.5	- 7.0	454.9	484.4	- 6.1	184.2	194.3	- 5.2
HOME COMFORT - TOTAL	97.2	56.6	+71.7	3,099.9	3,452.7	-10.2	647.6	336.9	+92.2
ROOM AIR CONDITIONERS	89.2	48.9	+82.4	2,606.6	2,881.9	- 9.6	539.3	288.4	+87.0
DEHUMIDIFIERS	8.0	7.7	+ 3.9	493.3	570.8	-13.6	108.2	48.5	+123.1
GAS RANGES***	202.3	185.4	+ 9.1	1,434.3	1,322.8	+ 8.4	489.8	457.5	+ 7.1

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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GAMA

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986**	1987**
Cooking - Total	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	14,343	13,883
ELECTRIC RANGES - TOTAL	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,213	3,253
Free Standing	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,630	2,663
Built-In	701	817	881	756	555	498	417	563	577	574	584	590
MICROWAVE OVEN/RANGES	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	11,325	10,821
Home Laundry - Total	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	9,495	9,559
WASHERS - TOTAL	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,422	5,486
Automatic	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,422	5,486
Wringer & Other	205	194	200	186	124	88	64	69	NA	NA	NA	NA
DRYERS - TOTAL	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,073	4,073
Electric	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,198	3,199
Gas	708	736	757	768	682	640	584	672	754	834	875	875
Kitchen Clean Up - Total	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,070	8,135
DISPOSERS	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,183	4,215
DISHWASHERS - TOTAL	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,699	3,732
Built-In	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,455	3,491
Portable	803	651	586	504	384	291	214	262	246	248	244	241
COMPACTORS	249	277	300	293	235	191	148	157	182	177	188	188
Food Preservation - Total	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,591	7,617
REFRIGERATORS#	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6.081	6,379	6,405
FREEZERS - TOTAL	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,213	1,212
Chest	832	852	835	1,039	963	889	726	702	650	634	635	633
Upright	710	746	686	902	789	717	614	639	631	602	578	579
Home Comfort - Total	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,163	3,483
ROOM AIR CONDITIONERS	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,680	2,983
DEHUMIDIFIERS	444	319	442	685	673	536	440	437	591	588	483	500
All Major Appliances	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	42,661	42,677
Gas Ranges##	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	NA	NA

* 000 Omitted
** Forecasts as of August, 1986
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

9/26/86